

## **The Jeep® Brand: The Authentic SUV for those Seeking Extraordinary Journeys**

June 19, 2010, Auburn Hills, Mich. -

With almost 70 years of legendary 4x4 capability, the Jeep® brand continues to fill promises of freedom, adventure, and independence for those who truly embrace life, whether traveling on- or off-road. Staying true to its values and character, the Jeep brand is purpose-built for adventurous lifestyles. Jeep continues that tradition with its next-generation flagship vehicle - the 2011 Jeep Grand Cherokee.

Since its introduction in 1992, the Jeep Grand Cherokee has revolutionized the sport-utility (SUV) market by combining authentic off-road capability with on-road comfort and refinement. Building on that formula for success, the all-new 2011 Grand Cherokee has been engineered to deliver significantly improved on-road performance, while maintaining the Jeep brand's four-wheel-drive, torque-on-demand two-speed transfer case and towing capability. It also answers the demand for improved fuel economy and a well-appointed, refined interior cabin.

"Jeep invented the premium SUV segment with the introduction of the Grand Cherokee nearly two full decades ago," said Mike Manley, President and Chief Executive Officer - Jeep Brand, Chrysler Group LLC. "With more than 4 million vehicles sold, the innovative Grand Cherokee has always resonated with customers. In creating the all-new Grand Cherokee, we have remained true to the character of the brand, but have delivered an unprecedented level of refinement and efficiency. The result is a new icon that hits the sweet spot of premium on-road performance and class-leading Jeep capability."

Jeep Grand Cherokee buyers are 55 percent male and 45 percent female. They are affluent and educated with active, outdoor lifestyles and interests and have an income of \$95,000. Nearly half have children. More than 60 percent have a college degree and 80 percent are professionals.

### **Jeep Brand**

With the greatest range of SUVs under one brand, the all-new 2011 Grand Cherokee takes its place in the Jeep product portfolio as the sophisticated, upscale, yet capable sibling. Rounding out the Jeep family tree are:

- The Jeep Compass and Patriot, designed to reach younger buyers wanting the credibility and cachet of the Jeep brand at an affordable price with fuel economy of 29 miles per gallon (mpg)
- The mid-size Jeep Liberty offers the legendary Jeep Trail Rated® 4x4 capability combined with on-road refinement and innovative features
- The brand icon, Jeep Wrangler two-door, remains true to its heritage as the original, extreme fun-and-freedom machine
- The Wrangler Unlimited, the only four-door convertible SUV on the market with room for five adult passengers
- The seven-passenger Jeep Commander, which delivers a best-in-class off-road driving experience with superior on-road ride and handling

Whether identified by their ownership of multiple Jeep vehicles, or their regular attendance at branded events, or by their abundance of Jeep gear - branded products from clothing to baby strollers - they all have one common trait: the ability to go anywhere and do anything in their Jeep vehicles. It is not unusual to see Jeep owners sporting a bumper sticker that says, "It's a Jeep thing...you wouldn't understand."

"No other automotive brand today can say that it has consistently provided owners with a sense of freedom and adventure with the right mix of vehicles to safely take them where they want to go, whether it's closer to nature and the outdoors, or maneuvering through city and suburbs," said Manley. "The all-new 2011 Grand Cherokee is the

ultimate SUV, blending a new level of on-road refinement and efficiency with unmatched Jeep capability."

To meet consumer demand around the world, the Jeep portfolio includes seven vehicles outside North America, all of which are available in right-hand-drive and with petrol and diesel powertrain options. Available Jeep vehicles include: the new Cherokee (Liberty in the U.S.), Commander, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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